**Post:**

"Lighting, Lighting, Lighting...Of all the factors listed here, nothing spoils a video shoot as much as poor lighting." I have heard many times that music sets the mood and tone of a video, but the lighting contributes as much or more. Bad lighting can ruin the video, but good lighting can create a desired mood. When you look at the lighting in a horror movie and compare it to the lighting in a romance movie you will see how lighting can set the atmosphere of a video. Lighting can be used to hide flaws or exaggerate them. It can be used to make people look larger or smaller. Direct lighting can be used for contrast and diffused lighting can be used for softening the mood. The temperature of the light can also make a huge difference in the quality of a video. These are only a few ways lighting can be used effectively.   
  
Desktop-Video\_Guide (n.d.) Guidelines for Shooting Quality Videos., Retrieved on April 22, 2009, from http://www.desktop-video-guide.com/shoot-video.html

**Responses:**

Jack, you make an awesome point! The wrong lighting can really ruin the video you are trying to create. It can hinder the viewer from seeing what the videographer and/or director is trying to portray. Also, there isn't a worse feeling than trying to capture a special moment, only to find out upon watching the video that the lighting was too dim and you didn't really capture that special moment. It is important to consider the lighting when choosing which equipment to buy or use for whatever you are wanting to film. People who will be capture videos need to be extremely aware of lighting and shadows and the effect it will have on the final product.

So right! I have been practicing with my flip camera so I can pay attention to lighting. I would hate to shoot something only to find out the lighting was bad. I think people do not play around with their cameras and only use them when they need them. This is a PSA that I could re-shoot if needed but if it is something special like a wedding, graduation, etc. you sure would be upset that you messed it up.

In summary...Thanks for your responses. Lighting has always been of special interest to me. I have been a photographer for many years but a newbie to videography. Photography is simply a study of light. Without light you have no photograph, with bad light you have a bad photograph, and with good light you have a good photograph. Videography is no different. In order to produce good videos, you must have a good understanding of light and how it works.